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General Trade Edition

DIG & DUNG

WITH 1952 PRICES

Sales and Service Bulletin

W BLUE LABEL DAHLIAS W

Sure to Grow · Free from Disease · True to Name

WAYLAND DAHLIA GARDENS

E. R. & H. M. RYNO, Props.

Wayland, Mich., U.S.A.

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☆ JAN 3 1 1952 ☆

U. S. Department of Agriculture

Attention Buyer or Advertising Manager

DIG & DUNG

There is no soil, however barren and unproductive, that cannot, by well digging and dunging, be made fertile and prolific.—Adapted from Cervantes' DON QUIXOTE, Part II, Chapter XII.

Sales and Service Bulletin

VOL. 19

WAYLAND, MICHIGAN, U.S.A., SEASON OF 1952

NO. 1

DAHLIAS FOR 1952

After three years since our crop failure in 1947 we are this year back to our normal planting of 70 acres—approximately 1,000,000 plants. In spite of the fact that we have increased our own acreage over these few preceding years we do not believe the total acreage in the United States available for 1952 trade will be as great as last year nor will prices be very much, if any, lower than last year.

We are basing this estimate on two facts: First, most of the larger growers generally had quite a complete sell-out last year with very little carry over of any except normal planting stock which, of course, means no great increase in their acreage; while at the same time many of the smaller growers, because of other interests sold their entire stock, both saleable and planting, which means they are out of the picture entirely for this year; second, it is getting increasingly harder and harder to find help for farm work and wages are steadily advancing so it is costing us more and more every year to produce our crop making further reduction in price practically impossible.

Most of the mail order seed and nursery houses did very well with dahlias last year and our Reservation Orders which are already coming in from these people show a noticeable increase in their estimates for next year's business. This is a very healthy outlook and we think the demand from the local retail dealers, most of whom place their orders later, will show an equally healthy trend.

It must be remembered that all commodities, both necessities and luxuries are classed as durable and consumable. Durable goods, such as furniture, appliances, etc., can be stored to meet market conditions whereas consumable goods, such as

meats, vegetables, flowers, etc., have to be sold when ready for market or they are lost. This means that such goods are more or less facing a buyer's market at all times and when we realize that flowers such as dahlias, gladiolus, etc., are not only consumable goods but really consumable luxuries, we must recognize the fact that meeting the market condition which is present is a matter of merchandising — that is, Advertising, Display, Prices, etc., rather than one of normal supply and demand as with consumable necessities.

The writer of good strong mail order advertising copy must have a well developed sense of dramatic effect. He must picture both the seller and the prospective buyer and with himself as the seller he must remember that his job is not only to convince that prospect but also to persuade him to "sign on the dotted line."

In the matter of persuading people to buy, the methods of the auctioneer can be studied with profit. This type of selling usually features either one or the other of two methods: The so called American method grades upward as is heard at farm auctions, as, for instance, "I am offered \$10, do I hear \$11, \$10. do I hear \$11, \$11. do I hear \$12, \$12. do I hear \$15. \$12. I am offered once, twice and sold for \$12."

The so called Dutch method grades downward as with the side-show salesman or carnival barker and is illustrated in J. P. Johnson's Twenty Year of Hustling, "I have here an extra fine toilet soap that sells in the regular way for 10c a cake, 2 for 20, 3 for 30, 4 for 40, 5 for 50 and 6 for 60c, but I am here tonight to offer you bargains. Here I'll wrap 'em up for 55, 50, 45, 40, 35, 30 and I hope never to see my Mary Ann or the back of my neck if a quarter of

a dollar don't buy the whole lot—twenty-five cents, two dimes and a half, will neither make nor break you, buy you a farm, set you up in business or take you out of the poor house. Is there any gentleman in the crowd who will take the entire lot for a quarter? Walk up gentlemen, etc."

The gift tuber idea is really an adaptation of the Dutch method and is probably the most persuasive of all selling schemes. The idea of Free or "something for nothing" always catches the man who is looking for a reduced price and really, who among us isn't?

As to display, the use of color in illustration is undoubtedly more effective than any other method; but where color is impossible, we believe it will be found that one good black and white of two columns or more width will prove more effective than four single column cuts. People seem to want size more than form in dahlias and no such idea is carried by the smaller cut.

As to prices, I think there is a limit to the price which the public will stand for a single dahlia root. With cost at its present level and advanced postage rates, etc., the maximum possible selling price per single root will leave considerably less profit than should be made. To meet this condition I think it is a good idea to offer dahlias in groups as well as by the single root. This will permit us to maintain a unit price by cutting the number of roots in a group. That is, we would suggest offering three roots in a group where four were formerly offered at a price of \$1 or \$1.50 or \$2. as the case may be. This really gives us not only a slightly higher price but a much better profit because a whole unit can be packed and mailed at practically the same cost as a single root.

(Continued on next page)

DIG & DUNG

PUBLISHED BY

WAYLAND DAHLIA GARDENS

E. R. & H. M. Ryno, Props.

Wayland, Michigan

SEASON OF 1952

Dahlia Classification

While many of the Dahlia Societies and Shows have their own classification on dahlias, we have always followed the method of classification used by nearly all commercial growers. This is as follows:—

POMPONS — This class includes the small button dahlias up to 2 inches in diameter.

MINIATURES — This class includes the small blooms, usually of the decorative type, which grow from 2 to 3 inches in diameter.

LARGE FLOWERING DAHLIAS This class includes the several types known as

1. **Art or Peony Flowered**, blooms having broad petals and usually open centers.

2. **Ball or Show**, blooms well rounded and with quilled petals and full centers.

3. **Cactus**, this type is usually found in three forms, the Straight cactus, having straight pointed quilled petals, the Incurved cactus having pointed quilled petals curved inward toward center of bloom and the Hybrid cactus having petals broad at the base but with pointed quilled tips.

4. **Decoratives**, blooms of this type have broad petals with full centers and are either Formal, having petals arranged formally in the blooms or Informal, having petals arranged in a more or less fluffy or shaggy manner.

The blooms of the large flowering class range from 3½ inches in diameter up to the so called dinner-plate size which is 9 inches or more in diameter.

It will be noted that we refrain so far as possible from giving dimensions of any variety as the size of the bloom depends so largely upon the grower and his methods of culture. Some growers produce blooms as large as 14 inches using heavy fertilization and disbudding while others produce blooms of half the size under ordinary culture.

Many growers such as florists and cut-flower growers do not want extremely large blooms while others, growing flowers for exhibition purposes, prefer the giant blooms and naturally follow the methods of culture necessary to produce such blooms.

There are several other types of dahlias which we do not grow because we have not found them of sufficient commercial interest. These

(Continued from first page)

In making up a list of varieties for mail order catalog trade it is quite important for you to consider the availability of the different varieties listed. New varieties are being brought out every year and as many of these are listed in the various Honor Rolls published in the leading flower magazines there is a strong tendency toward listing these new varieties in your catalog. If you issued a thousand catalogs this would be all right. You could include almost any variety in your list because you wouldn't sell more than a few roots of a kind; but when you come to issue from a million to a million and a half or more copies, as many of our customers do, you have to have thousands of roots of each variety listed available and this means several years growing after a variety is introduced.

We try out practically all the new varieties as soon as they are offered and if they make good under field culture we list them just as soon as we have enough of them to make them of interest to our class of trade. If you will look over the list of varieties we offer you will find included therein the very best dahlias which have ever been produced. Nearly all of those listed at 10c or more each are Honor Roll varieties which are generally recognized as those having the highest ratings in the trial grounds.

In this connection it might be well are such dahlias the Anemone type, Duplex type and the various novelty types such as the green flowered dahlias, Verdi-Flora, the Collarette type, the Single or Century type and the so called Dwarf or Bedding dahlias known as Unwin or Coltness Hybrids which are usually grown from seed.

Our Slogan

Grown where Dahlias grow best

A good slogan is not necessarily the work of some clever advertising writer but rather an application of the old rule of the poet,

"Though old the thought, and oft expressed, 'T is his at last who says it best."

This idea is also well stated in Pope's "Essay on Criticism," as follows:

"True wit is Nature to advantage dressed,

What oft was thought, but ne'er so well expressed;

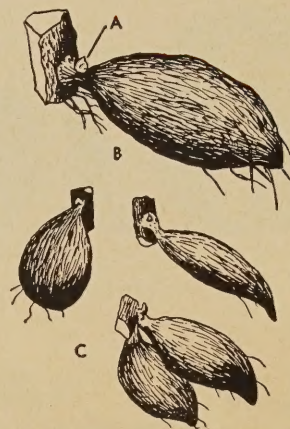
Something, whose truth convinced at sight we find,

That gives us back the image of our mind."

In our slogan "Grown where Dahlias grow best," we think we have met these requirements perfectly because we actually believe we grow better dahlias here in Michigan than we could grow in any other part of the country. We do not have quite so long a growing season as in states

NOTE THIS

Dahlias



Be sure each dahlia tuber has an eye (A) where it joins last year's stem, or it won't grow. Tuber (B) should feel plump or rubbery, never soft or mushy. Buy top grade and ignore size and shape (C) of tubers since varieties often differ greatly in this respect

BETTER HOMES & GARDENS, MARCH, 1950

for us to say something about prices. We base our prices solely upon cost of production. Many of the factors entering into this cost are staple and the same for all varieties. For example, rent, fitting the ground, planting, fertilizing, cultivation and harvesting cost exactly the same for one variety as for another. The newer a variety is the higher the cost of planting stock and the more roots a variety produces the lower the cost of the resultant crop

farther south and consequently do not grow so large a root as is grown in such states; but we do get a fully matured root and our crop is not bothered with cucumber beetles, aster flies, tarnished plant bugs, etc., which are very prevalent in warmer climates and usually necessitate spraying, an extra expense which we do not have. As to the size of roots, the smaller size root is much more desirable for mailing purposes, especially with postal rates advancing as they are and we really believe the smaller root produces a better plant and a better flower than too large roots. We call your attention to the clipping from Better Homes and Gardens as reproduced elsewhere on this page. Remember all our stock is strictly top grade and we feel that we must be giving very satisfactory stock to our customers or they would not buy from us year after year as they do.

PLEASE NOTE THESE POINTS

QUALITY

Our dahlias are all grown on fertile, sandy loam and we believe the roots we produce are of the very highest quality you can possibly obtain. Our roots are not over large size as are those grown on clay and heavier soils and they are always clean, plump and fully matured and keep perfectly until planting season without rotting or shriveling.

SERVICE

We believe the service we give our customers is as near perfect as is humanly possible. Orders are filled promptly, roots are carefully inspected before packing and we pack in light strong containers so they will reach you in perfect condition, yet without danger of injury in transit. We are equipped to put up roots in any special type package required and to ship direct to customers under your own label if so desired.

INTEGRITY

We have been growing dahlias for many years and supply nearly all of the seed and nursery houses of national repute in the great midwest as well as florists and many nursery and seed houses in all parts of the United States. In all this time we have never yet received a complaint from any customer as to stock being of poor quality and not true to name. We try to impress on our customers the importance of considering this point of integrity of the grower when making connections for their supply.

PRICE

Our prices are based on the actual cost of production regardless of what other growers may charge for the same variety. These prices are the same to all customers under the same conditions and will not admit of any further reduction in any case.

RESERVATIONS

We are glad to book orders for stock to be reserved or held for shipment at a later date, without deposit or obligation on your part to take the stock so reserved, assuming of course that your reservation order is placed in good faith and that you will look to us for such part of stock reserved as you may actually require in filling your orders.

Where full reservation has not been taken by May 1st, we assume that any balance remaining uncalled for at that time will not be required and that we are at liberty to release same to other customers after that date unless definitely instructed otherwise. Where we are holding stock to be shipped direct as ordered, reservations hold good until June 1st, after which date no orders can be filled.

The fact of a reservation order having been accepted does not imply acceptance of credit.

SMALL ORDERS

While we are pleased to receive small orders from those who may wish to try out our stock, or who may need some special items on which they are short or which may not be obtainable from their regular source of supply, we cannot accept orders for one or two roots only of each of an extended list of varieties. Remember, we do not accept retail orders and refer all retail customers to the regular retail trade.

CREDITS

If total order amounts to less than \$50.00, please do not ask us to extend credit because it is impracticable for us to obtain special credit reports on customers whose orders are for less than that amount. If total order amounts to more than \$50.00, credit will be granted only when we consider same justified by report from commercial agencies.

No roots will be sold on deferred or installment payment plan and no further credit will be granted to those whose accounts are in arrears.

EXCLUSIVELY WHOLESALE

We cater exclusively to the legitimate seed and nursery trade, and do not purposely send our prices and bulletins to any other person. Occasionally, however, these reach the hands of those who are not entitled to receive them. For the benefit of our customers, therefore, we wish to state that we do not consider a printed letterhead or business card as sufficient evidence of trade classification. If you are not listed in the regular trade directories, please send us a copy of your printed price list or other evidence that you are actually engaged in the business of selling stock in the seed, nursery or floral line.

ORDER EARLY

In spite of the fact that every element of cost that enters into our product is going up — labor, paper, boxes and packing material, fuel, taxes, etc. — it will be noted that we have advanced prices on only a few items, while many others have been lowered considerably. We, therefore, urge our customers to get their reservation orders in early and thus greatly facilitate our handling of such orders during the shipping season.

NET GROWERS PRICES FOR 1952

These prices apply only on orders for 10 or more roots of any variety. If less than 10 roots are ordered add 3c per root to cover additional cost of labelling and packing.

10% extra count is given in all cases—that is 11 for 10, 110 for 100, etc., — except where roots are packed in special boxes or cartons ready for reshipment — to take care of any possible replacement claims and to help defray transportation charges. This extra count is figured on even multiples of ten only.

As packed for shipment roots weigh approximately 15 lbs per hundred.

All our stock is absolutely dependable, field grown from roots — not plants — planted early, carefully rogued and fully matured before dug. Stored under ideal conditions, all roots are fresh and plump, carefully cut, trimmed and sorted by expert cutters—no haggling, no broken necks, no culls—every root with a good eye, full of vitality and sure to please your most exacting customers. No stunts, mosaic or diseased plants in our fields, and no junk or untried varieties in our list.

For individual wrapping and labelling add 1½c per root to prices given.

LARGE FLOWERING TYPES

(A) Art or Peony-flowered

(B) Ball or Show

(C) Cactus

(D) Decorative

Some varieties are short crop, other varieties are being withheld to increase stock, and still others were completely sold in the field before going to press. Such varieties are described as “out for this year” and while we are including them in our list this is done merely as a matter of record and under no condition can we supply even small quantities of them until another season.

At 4c Each

MIXED — Every year at planting time our third and last sorting of planting stock is thrown into one lot and planted as Mixed. This lot represents at least a few roots of almost every variety in our list of Large Flowering Dahlias, and because of the fact that there are such limited quantities of each of the many varieties represented no effort is made to reclaim these varieties at digging time. This mixture is undoubtedly the finest and most varied assortment of dahlias ever offered and should make a most attractive Special Bargain Offer feature for your catalog. If desired, we can pack these roots in lots of 6 or 8 in a special corrugated slide box, size 5x6x2½ inches, at 5c per box extra.

At 5c Each

MIXED BY COLOR — This item is made up from surpluses in our named varieties, and is intended especially for Jobber's Trade. Not less than 1,000 roots of a color can be supplied under this offer. Available in Red, Pink, Yellow, White and Lavender.

At 6c Each

Aurore (A) Orange salmon
Camille Franchon (A) Red, lighter tip
Geisha (A) Yellow and red
Perfect Beauty (A) Red and white
Queen Wilhelmina (White Queen) (A) Pure white
Sweetheart's Bouquet (A) Salmon rose and fawn
A. D. Livoni (B) Pink
Bonnie Blue (B) Bluish
Floral Park Jewel (B) Red tipped white
Lucy Fawcett (B) Yellow tinged rose
Mary Helen (B) Yellow
Maude Adams (B) White flushed pink
Mrs. C. D. Anderson (B) Crimson mauve
Orange Ball (B) Orange
Purple Ball (B) Purple
Red Chief (B) Bright red
Schampel's Ball (B) Buff tipped white
Storm King (B) White
Stradella (B) Rose purple
Tillamook (B) Light pink
Vivian (B) White tipped purple
Yellow Duke (B) Yellow
Bertha Horne (C) Bronzy yellow
Bride's Bouquet (C) White
Celia (C) Lavender pink
Emily Russell (C) American Beauty red
J. H. Jackson (C) Maroon
Lawine (C) White tinged lavender
Libelle (C) Royal purple
Perle de Lyon (C) White
Rene Cayeux (C) Brilliant red

Agnes Haviland (D) Rose pink and yellow
Countess of Pembroke (D) Lavender
C.P.R. (D) Cream overlaid purple
Darlene (D) Shell pink
Delice (D) Pink
D. M. Moore (D) Maroon, almost black
Doazon (or Big Gus) (D) Orange scarlet
Dr. Tevis (D) Salmon pink
Dorothy Sager (D) Salmon and orange
E. T. Bedford (D) Purple tinged silver
Flamingo (D) Pink
Gallant Fox (D) Red
Mrs. J. Harrison Dick (D) Yellow and pink
Purity (D) White
Spirit of St. Louis (D) Large reddish purple
Yellow Colosse (D) Yellow

At 7c Each

Cleopatra (A) Dull gold
Diana (A) Scarlet. This is the true Marean Diana
Rosalia Styles (A) Pink
Etenard de Lyon (C) Lavender
Gay Paree (C) Golden bronze suffused red
Scaramouche (C) Large Indian red
Aida (D) Maroon
Avalon (D) Yellow
Catherine Wilcox (D) Pinkish white tipped red
Ellenor VanderVeer (D) Glowing rose pink
Harry Mayer (or Blue Moon) (D) Pale Roselyn purple
Iowa (D) Maize tipped pink
Judge Alton B. Parker (D) Yellow buff
Le Toreador (D) Brilliant red

Margaret Woodrow Wilson (D) Creamy white suffused pink
 Mrs. J. G. Cassatt (D) Dark pink
 Pride of California (D) Red
 Purple Manitou (D) Purple
 Rosa Nell (D) Deep rose pink
 Sanhican's Bluebird (D) Large bluish
 Silver Sheen (D) Lavender
 White President (D) White
 Zion's Delight (D) Large deep red

At 8c Each

Charlotte Caldwell (B) large orange
 Bashful Giant (or Apricot Giant) (D) Apricot and amber
 Barbara Redfern (D) Large gold and rose
 Charlotte Alexander (D) white tipped red
 Gertrude Brinton (D) Red
 Hillcrest Mandarin (D) Large red and yellow
 Jean Kerr (D) White
 Mina Burgle (D) Red
 Mrs. I. de Ver Warner (D) Orchid Lavender
 Oyster Bay Beauty (D) Large oxblood red
 Pride of Stratford (D) Best large red orange
 Rock Red (D) Red
 Rose Glory (D) Rose Lavender
 Sanhican's Monarch (D) Large Tyrian rose center, lighter tips
 The Commodore (D) Most dependable giant yellow informal

At 10c Each

Monmouth Champion (D) Flame red
 Nanaquaket (D) Large pink
 Penn Charter (D) Huge buff tinted apricot
 Rose Fallon (D) Giant old gold
 Snowdrift (D) Large white
 The Governor (D) Large yellow formal

At 12c Each

Blue River (D) Huge bluish
 City of Cleveland (D) Large orange suffused red
 Clara Carder (D) large cyclamen pink
 Fred Springer (THE GREAT KILLY-LIEU or BEDDING DAHLIA) (D) Brilliant red
 Jane Cowl (D) Bronzy buff and salmon
 Jersey's Beacon (D) Scarlet and buff
 Jersey's Beauty (D) Pink
 Josephine G. (D) Pink
 Kemp's White Wonder (D) Large white
 Kentucky (D) Salmon sport of Jersey's Beauty
 Marshall's Pink (Marie) (D) Light pink
 Mrs. Geo. Le Boutillier (D) Finest large red
 Omar Khayyam (D) Large red and orange
 Oriental Glory (D) Cadmium orange
 Purple Fluffy Ruffles (D) Purple
 Sagamore (D) Apricot buff
 Wm. H. Hogan (D) Large red and white bi-color
 Zadig (D) Golden buff

At 15c Each

Gov. Heil (C) Orange
 Miss Belgium (C) Coral
 Star of Bethlehem (C) White
 Arcturus (D) Scarlet and gold
 Autumn Sunset (D) Large yellow tinted red
 Commando (D) Large lavender

Delwood's Glorious (D) Deep pink
 Detroit (D) Rich red
 Eleanor Radell (D) Rose pink
 Girl of Hillcrest (D) Golden buff
 Hillcrest Sunset (D) Autumn shade
 Hunt's Velvet Wonder (D) Large purple
 Jersey's Sovereign (D) Salmon orange
 Jimmy Foxx (D) Henna
 Kathleen Norris (D) Pink
 Kilgore's King (D) Large yellow shaded pink
 King Alfred (D) Red with light reverse
 Robert Scott (D) Autumn shade
 Sharazad (D) Large pink
 Thomas A Edison (D) Royal purple
 Wenning's White (D) White

At 20c Each

Jean Trimbee (C) Petunia violet
 Son of Satan (C) Huge red
 Betty Zane (D) Large pink
 California Idol (D) Large light yellow
 Daddy Kemp (D) Huge reddish purple
 D'Arcy Sainsbury (D) White
 D-Day (D) Pink
 Dorothy Ward (D) Large lavender
 Dwight W. Morrow (D) Dark red
 Eva Martin (D) Fine pink
 George A. Relyea (D) Orange tipped white
 Incandescent (D) Bronzy yellow and pink
 Jersey's White Beauty (D) White
 Kilgore's Purple (D) Purple
 Miss Oakland (D) Large pure white
 Montebello (D) Violet crimson
 Mrs. W. Keene (D) Yellow
 Pink Profusion (D) Pink
 Red Sunset (D) Red
 The Fireman (D) Bright red
 Twilight (D) Pinkish lavender
 Wotana (D) Orange
 Wm. G. Wyllie (D) Large yellow, buff and pink
 Zant's Pink (D) Dark pink
 Zant's Purple Beauty (D) Fine large purple
 Zant's White (D) White

At 25c Each

All American (C) Mulberry rose and yellow
 Amelia Earhart (C) Autumn shade
 Osa Helen (C) Huge American Beauty red
 Top Flight (C) Bright red
 Alice May (D) Fine large white
 Burch Foraker (D) Mammoth flame red
 Carl G. Dahl (D) Large apricot and buff
 Col. Lewis (D) Large deep pink
 Dixie's Wine Dot (D) White flecked purple
 Everybody's Favorite (D) Large lavender pink
 Glamour (D) Large purple
 Kemp's Great Eastern (D) Huge orange gold
 Kemp's Monarch (D) Reddish orange
 Kemp's Glamorous (D) Large yellow and pink
 Link's Gorgeous (D) Yellow overlaid pink
 Lord of Autumn (D) Huge yellow
 Maffie (D) Red
 Margrace (D) Huge red and yellow
 Massasoit (D) Pink
 Monarch of the East (D) Huge golden buff
 Mrs. Thomas A. Edison (D) Red with lighter reverse
 Norma Morton (D) Yellow suffused garnet
 Oakleigh Monarch (D) Large cerise red
 Ogden Reid (D) Huge informal pink
 Premier's Winsome (D) Huge light pink
 Sheldon's Louise (D) Large reddish purple
 Sherwood's Peach (D) Giant bright salmon buff
 Victory (D) Large salmon pink

SMALL FLOWERING TYPES

While our planting of Pompons and Miniatures is still quite limited, our plants at the date of this writing (July 15th) are looking very fine and should give us a crop sufficient to take care of those of our customers whose catalog circulation is not over 200,000 copies. Our planting stock this year was entirely of our own growing and we, therefore, can feel certain that it is absolutely true to name and free from disease.

Pompons At 10c Each

Amber Queen (P) Apricot and amber
Bobby (P) Plum
Dee Dee (P) Lavender
Darksome (P) Maroon
Edith Mueller (P) Gold edged orange
Fascination (P) Pink
Joe Fette (P) White
Johnny (P) Red
Jonkheer C. Van Sitters (P) Yellow tipped orange
Mary Munns (P) Lavender
Morning Mist (P) White suffused lavender
Phyllis (P) Purple
Rosalie (P) White suffused pansy purple
Rosa Wilmouth (P) Pink
Spy (P) Bright red
Sunbeam (P) Red with yellow base
Yellow Gem (P) Yellow

Miniatures At 10c Each

Baby Royal (M) Salmon pink
Blue Eyes (M) Bluish
Buckeye Baby (M) Golden buff
Corinna (M) Deep yellow
Diana Jean (M) Light yellow
Fairy (M) Tiny Jersey's Beauty pink
Orchid Lady (M) Orchid lavender
Princess Alba (M) White
Sylvia (M) Cherry red
White Fawn (M) White

Mixed Pompons and Miniatures at 5c Each

We shall have a few thousand roots of Mixed Pompons and Miniatures available. This mixture will be especially desirable for Florist's planting and Bargain Offers.

Wrapped Dahlias

FOR COUNTER TRADE

1952 ASSORTMENT

100 Roots, not less than ten good varieties, which should sell for 25c, 35c and 50c each, every root wrapped and labelled (Order 1952 Assortment) - \$10.00

All stock in this assortment is strictly high class and in order to enable you to guarantee same to your customers, we give 10% extra count to take care of any replacement claims. A liberal supply of cultural leaflets and such advertising matter as may be available will be included with each assortment.

Get Your Reservation Order In Now

Stock to be Shipped When Needed

Wayland Dahlia Gardens

Largest Dahlia Growers In The World

E. R. & H. M. Ryno, Props.

WAYLAND

MICHIGAN

BOXED DAHLIAS For Counter Trade



Our Boxed Dahlias for Counter Trade took so well last year that we are repeating this item this year with no change except in the manner of packing the Series H.R. This Series will present each root individually wrapped and labeled the same as in Series B and E instead of having each root packed in an individual box as we did last year. All boxes have beautiful four color labels and make an attractive line for your Counter Trade, these boxes almost selling themselves without special sales effort on your part. We suggest that they be ordered in time to place on sale not over a week or two before normal planting time which is from ten days to two weeks before your usual last killing frost.

SERIES A—6 roots of large-flowering dahlias, assorted types and colors, not labeled individually, packed in box with 4-color label. Retail for \$1.00 per box. Price to you \$3.60 per case of 12 boxes (30c per box).

SERIES B—6 roots of large-flowering dahlias, 1 art type, 1 ball type, 1 cactus type and 3 decorative type; each root wrapped and labeled individually; packed in box with 4-color label. Retail for \$1.50 per box. Price to you \$6.00 per case of 12 boxes (50c per box).

SERIES E—6 roots of Exhibition dahlias all decorative type, each root wrapped and labeled individually, packed in box with 4-color label. Retail for \$2.00 per box. Price to you \$7.20 per case of 12 boxes (60c per box)

SERIES H. R.—5 roots of the finest Honor Roll dahlias in perfectly blended colors, each root wrapped and labeled individually, packed in box with four color label. Retail for \$3.75 per box. Price to you \$12.00 per case of 12 boxes (\$1.00 per box).

The varieties included in this collection would generally cost \$1.00 or more each from retail growers—and we consider them worth the money.

As to the list of varieties to be used in Series B, E, and H. R., we must necessarily reserve the right to use such varieties as are available, but we promise that in all cases strictly first class varieties will be included with special attention being given to the proper blending of forms and colors to insure perfect satisfaction among all of your customers.

The retail prices suggested above are not arbitrary, but may be altered to meet local conditions if so desired. We think, however, that you will find the suggested prices compare favorably with prices usually charged for similar stock and varieties.

Be sure and specify shipping date on all orders for specially packed items so we will be able to have such goods ready for you when wanted.

Wayland Dahlia Gardens

Wayland, Michigan

Get Your Reservation Order in Early

While we have approximately a million plants this year with a total of about seven-hundred different varieties, many varieties are still limited as to quantity available for 1952. We, therefore, urge all our customers to estimate their requirements and advise us as early as possible so we can enter their Reservation Orders to cover their needs for 1952. After our crop is booked up we cannot accept any further orders this year. To avoid disappointment send us your order without delay. No deposit required.

WAYLAND DAHLIA GARDENS

Home of a Million Dahlias

Wayland

Michigan

Terms and Conditions

Not less than 10 roots of any variety will be supplied at the prices quoted in this list, and no wholesale orders will be accepted from parties not actually engaged in the florist or seed and nursery trade.

Boxed Dahlia Collections are packed in cases of 12 boxes and no broken cases can be supplied.

While we seldom fail to complete accepted orders, we reserve the right to omit any part of order where unexpected or unavoidable shortage of any variety occurs.

We do not substitute unless specifically instructed to do so.

With our Boxed Dahlias we reserve the right to substitute equal or better varieties in same type and color, in any collection, in case an unexpected shortage of any variety occurs. Where such substitution is made label will be altered accordingly so it will at all times show exact contents.

All orders shipped at purchaser's expense and risk, and although we exercise every precaution to pack roots safely against freezing, we do not guarantee against damage in transit.

All shipments bear Certificate of Inspection issued by our State Department of Agriculture; but it is distinctly understood that customers must assume all risk in regard to the entomological requirements of their respective states.

Always state time and mode of shipment, otherwise we will use our best judgment, but without assuming any responsibility in the matter.

No extra charge made for packing and delivery to carrier, except where roots are put up in special packages for resale.

Claims for rejections, errors or omissions must be made within ten days after arrival of goods.

GUARANTEE — While we exercise the greatest care to have all stock true to label, and hold ourselves prepared to replace, on proper proof, all that may prove untrue, we do not give any warranty, expressed or implied, and in case of any error on our part, it is mutually agreed between the purchaser and ourselves that we shall not at any time be held responsible for a greater amount than the original purchase price of the stock.

TERMS — Unknown persons should send either cash in full or 25% with order, balance C.O.D. Parties whose credit is approved may order roots shipped any time after Dec. 1st and invoice for same will be made payable the 10th of the second month following date of shipment. No goods can be shipped on open account where amount of order is less than \$25.

REFERENCE — As to our responsibility, we refer to the Commercial Agencies or the Wayland State Bank, Wayland, Michigan.

Wayland Dahlia Gardens, Wayland, Michigan